Note for Fawcett, Gina

2041344885

From: Washer, Nancy

Date: Fri, Apr 29, 1994 1:51 PM

Subject: RE: Cambridge-May

To: Fawcett, Gina

sorry, :...30-deal is 32.6% utlization for region 5... and 60-deal is ...52.7% utilization for region 4 and 71.1% utilization for region 5.

From: Fawcett, Gina on Fri, Apr 29, 1994 12:45 PM
Subject: RE: Cambridge-May
To: Washer, Nancy

2041344885 A

and region 5?

From: Washer, Nancy on Fri, Apr 29, 1994 12:47 PM
Subject: RE: Cambridge-May
To: Fawcett, Gina

2041344885 B

I think because you're competing with Marlboro Country store B4G1F..most reps are very busy with ordering and getting that promo up..as MCS week is a big event and all of Ny will be out in field..I think the ordering will pick-up but slower than usual.
30-deal-Region 1..59.9% utilization, region 2...77.6%, region 3..60.8%, region 4..32.6%
60-deal-Region 1..58.8%, region 2..68.4%, region 3..69.8%, region 4..71.7%.

From: Fawcett, Gina on Fri, Apr 29, 1994 12:38 PM
Subject: RE: Cambridge-May
To: Washer, Nancy

Thanks nancy. I sent it to Sonya. Why do you think our may results are so low? What is the breakdown by region?

2041344885 C

Did you speak to girard?

From: Washer, Nancy on Fri, Apr 29, 1994 12:20 PM
Subject: Cambridge-May
To: Fawcett, Gina
Cc: Davis, Nancy

Cambridge-B1G 1/2 Free-
As of 4/27, 30-deal had a 61.9% utilization...12,389 kits have been ordered of 20,000 allocated.
The 60-deal has a 63.6% utilization...1,060 kits have been ordered of 1,666 allocated.

Camera promotion(end date 5/13) ..30-deal had a utilization of 98.5%, 19,563 kits have been ordered of 19,865 allocated. 60-deal had a 98.8% utilization..1,624 kits have been ordered of 1,644 allocated. Good results!!

ps..I can't access Sonya.on e-mail...please give her copy
Thanks,

2041344885 D

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